

Fact Sheet #25 Price Information

Finding Agricultural Price Information

Some wholesale prices for agricultural products are reported and can be accessed to provide a guide for pricing farm products. Wholesale prices are extremely low compared to retail prices you might get locally and should be considered a floor or minimum price. To determine prices for your products, consider your costs and the local retail price of other competitors in your market area.

Wholesale Price Information

Produce

Price monitoring programs are conducted through the USDA's Agricultural Marketing Service. Details for Farmers Market and Auction Reports are available from the AMS [website](#). These reports are updated daily.

Additional reports are available via the [Fruit and Vegetable Market News Website](#). Check out the Tips for First-time Users as well.

Organic Prices

[Organic Price Report](#) from [Rodale Institute](#) tracks selected prices from the fruit, vegetable, herbs and grain sectors in markets across the country.

USDA's Economic Research Service posts monthly [Organic Farmgate and Wholesale Prices](#) for a variety of crops.

Livestock and Field Crops Price information

USDA Agricultural Marketing Service's [Livestock & Grain Market News](#) compile and disseminate information on various commodities.

Local Markets

It is important to check local outlets for price information. Ask other farmers the prices they charge, ask buyers in your area what they would pay, visit retail outlets and note prices, shop at farmers' markets and see what products are selling for. Pricing should be based on your costs, be competitive, and reflect what customers in the particular market area will pay for high quality local products.